

PRESS RELEASE – Regulated information

Wetteren, 10 December 2024 – 07.15 p.m.

smartphoto group - Euronext Brussels: SMAR

smartphoto group Publication of a transparency notification

According to Article 9bis of the articles of association of smartphoto group NV, each holder of voting securities must notify when the voting rights attached to the voting securities reach, exceed or fall below the thresholds of 3%, 5%, or any multiple of 5% of the total number of existing voting rights.

In accordance with Article 14 and Article 29 of the Law of May 2, 2007 on disclosure of major holdings in issuers whose shares are admitted to trading on a regulated market, and containing various provisions, smartphoto group NV discloses the following notification:

Notification received on 9 December 2024

The companies Cekan NV, Midelco NV, Cekan Invest NV and Isarick NV, as well as Mr Philippe Vlerick, Doorniksewijk 49, B - 8500 Kortrijk, have informed the Financial Services and Markets Authority (FSMA) and smartphoto group NV that on 26 November 2024, Cekan Invest NV sold its 269 864 smartphoto shares to its parent company Cekan NV, and has withdrawn from the agreement to act in concert. Details of the notification received are given below.

Notification by persons acting in concert

Reason for notification:

- Acquisition or transfer of voting securities or voting rights
- Entering into or amending an agreement to act in concert

Holders of voting rights	Previous notification # of voting rights	After the transaction # of voting rights	% of voting rights
STAK Professor Vlerick	0	0	0.00%
Cekan NV	0	269 864	6.85%
Cekan Invest NV	269 864	0	0.00%
Subtotal	269 864	269 864	6.85%
Philippe Vlerick	3 607	3 607	0.09%
Midelco NV	503 830	503 830	12.78%
Subtotal	507 437	507 437	12.87%
Isabelle Vlerick	0	0	0.00%
Isarick NV	12 669	12 669	0.32%
Subtotal	12 669	12 669	0.32%
TOTAL	789 970	789 970	20.04%

Total number of voting rights (the denominator) at the time of the transaction, i.e. on 26 November 2024: 3 941 950.
The threshold exceeded amounts to 5%.

Chain of controlled undertakings through which the holding is effectively held:

The shares are held directly by the companies Midelco NV, Isarick NV and Cekan NV, and by Mr Philippe Vlerick. Cekan Invest NV is a direct subsidiary of Cekan NV whose majority shareholder is STAK Professor Vlerick. Midelco NV is controlled by Mr Philippe Vlerick. Isarick NV is a direct subsidiary of Ispahan NV, which is controlled by Ms Isabelle Vlerick.

The notification of which the information is communicated in this press release is available on smartphoto group NV's corporate website, being www.smartphotogroup.com, under the heading Investors/Transparency Legislation/Transparency Declarations.

Notifications of major shareholdings, or changes thereto, must - following the Law of 2 May 2007 and the articles of association of smartphoto group NV - be sent to:

Maggy Van den Stock, e-mail: maggy.vandenstock@smartphoto.com.

About smartphoto group

Smartphoto group, the innovative e-commerce group, operates in B2C e-commerce under the name smartphoto™ in 12 European countries with affordable, high-quality personalised products such as gifts, cards, photo books, photo calendars, prints and wall decoration (www.smartphoto.be).

Additionally, smartphoto group, through naYan, which is active in B2B e-commerce, is one of the market leaders in e-commerce distribution. NaYan is a full-service e-commerce agency that, worldwide, helps ambitious brands grow online, with proven expertise in e-commerce, digital marketing, customer experience and sales through marketplaces (www.nayan.be).

Through TopFanZ, smartphoto group is also Belgium's market leader in merchandising products and services in the sports and entertainment sector, ranging from product procurement, support in e-commerce activities and logistics, to full-service partnerships, including marketing advice (www.topfanz.com).

Smartphoto group's shares are traded on Euronext Brussels (ISIN BE0974323553, ticker symbol SMAR).

For additional information

Stef De corte*, CEO

smartphoto group NV
Kwatrechtsteenweg 160
B-9230 Wetteren
Tel. +32.9.365.99.10
E-mail: corporate@smartphoto.com - Internet: www.smartphotogroup.com

* Fixed representative of Acortis BV

This press release is a free translation of the official Dutch version.

